

ORDER



Orders	Order / Rev:	104117	Primary AE:	Amy McCreary
	Alt Order #:	06831873	Sales Office:	BLPHI
	Product Desc:	BERKLEY FOR SENATE	Sales Region:	National
	Estimate:	30S		
	Flight Dates:	08/28/12 - 09/03/12		
	Original Date / Rev:	07/09/12 / 08/10/12		
	Order Type:	GENERAL		

Agency	Name:	Shorr Johnson Magnus	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:		Billing Cycle:	EOM/EOC
		1831 Chestnut St.	Agency Commission:	15%
		Philadelphia, PA 19103		

Advertiser	Name:	Berkley, Shelley for Senate	Revised	
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLC01	Order Separation:	00:15:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	Agency External ID:	

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/03/12	73	\$53,950.00	\$45,857.50	September 2012	73	\$53,950.00	\$45,857.50	0.00
					Totals	73	\$53,950.00	\$45,857.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSJV	49%	\$53,950.00
Market	100%	\$110,102.04

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	20%	\$22,020.41
KLVX	0%	\$0.00
KSJV-	0%	\$0.00
KTNV	16%	\$17,616.33
KTUD	0%	\$0.00
KVVU	13%	\$14,313.27
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$2,202.04

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSJV	08/28/12	08/31/12	M-F 5-6a WakeUp w/Wagners	5-6a		-TWTF--	:30	8	\$400.001	0.00	NM		8	\$3,200.00
NEWS															
		Start Date	End Date	Weekdays		Spots/Week	Rate	Rating							
		Week: 08/27/12	09/02/12	-TWTF--		8	\$400.00	0.00							

Order / Rev: 104117 Advertiser: Berkley, Shelley for Senate
 Alt Order #: 06831873 Product Desc: BERKLEY FOR SENATE KSNV
 Flight Dates: 08/28/12 - 09/03/12 Estimate: 30S

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/28/12	08/31/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners		5-6a	-TWTF--	:30	8	\$400.00	1	0.00	NM	8	\$3,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12 09/02/12 -TWTF-- 8 \$400.00 0.00															
E 2	KSNV	09/03/12	09/03/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners		5-6a	M-----	:30	2	\$400.00	1	0.00	NM	2	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12 09/09/12 M----- 2 \$400.00 0.00															
E 3	KSNV	09/03/12	09/03/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners		6-7a	M-----	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12 09/09/12 M----- 2 \$700.00 0.00															
E 4	KSNV	08/28/12	08/31/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners		6-7a	-TWTF--	:30	8	\$700.00	1	0.00	NM	8	\$5,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12 09/02/12 -TWTF-- 8 \$700.00 0.00															
E 5	KSNV	09/03/12	09/03/12	Today Show Today Show		CM	658a-9am			M-----	:30	1	\$1,400.00	1	\$1,400.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12 09/09/12 M----- 1 \$1,400.00 0.00															
E 6	KSNV	08/28/12	08/28/12	Today Show Today Show		CM	658a-9am			-T-----	:30	1	\$1,400.00	1	\$1,400.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12 09/02/12 -T----- 1 \$1,400.00 0.00															
E 7	KSNV	08/28/12	08/31/12	Noon News Noon News		CM	12-1230pm			-TWTF--	:30	4	\$425.00	4	\$1,700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12 09/02/12 -TWTF-- 4 \$425.00 0.00															
E 9	KSNV	09/03/12	09/03/12	M-F Today Show II 3rd HOM M-F Today Show II		9-10a				M-----	:30	1	\$500.00	1	\$500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12 09/09/12 M----- 1 \$500.00 0.00															
E 10	KSNV	08/28/12	08/31/12	M-F Today Show II 3rd HOM M-F Today Show II		9-10a	-TWTF--	:30	4	\$500.00	1	0.00	NM	4	\$2,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12 09/02/12 -TWTF-- 4 \$500.00 0.00															
E 11	KSNV	08/28/12	08/31/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)		4-5pm (4:30 PM-5:00 PM)	-TWTF--	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12 09/02/12 -TWTF-- 4 \$700.00 0.00															
E 12	KSNV	09/03/12	09/03/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)		4-5pm (4:30 PM-5:00 PM)	M-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12 09/09/12 M----- 1 \$700.00 0.00															
E 13	KSNV	09/03/12	09/03/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)		4-5pm (4:00 PM-4:30 PM)	M-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12 09/09/12 M----- 1 \$700.00 0.00															
E 14	KSNV	08/28/12	08/31/12	CM	4-5pm	-TWTF--	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00	

Order / Rev: 104117
 Alt Order #: 06831873
 Flight Dates: 08/28/12 - 09/03/12

Advertiser: Berkley, Shelley for Senate
 Product Desc: BERKLEY FOR SENATE
 Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS 3 at 4 (1 HOUR)															
4PM NEWS (1 hour) (4:00 PM-4:30 PM)															
NEWS															
Start Date <u>Week: 08/27/12</u> End Date <u>09/02/12</u> Weekdays <u>-TWTF--</u> Spots/Week <u>4</u> Rate <u>\$700.00</u> Rating <u>0.00</u>															
E 15	KSNV	08/28/12	08/31/12	M-F Early News	CM	5-630p	-TWTF--	:30	4	\$1,000.001	0.00	NM		4	\$4,000.00
M-F Early News															
NEWS															
Start Date <u>Week: 08/27/12</u> End Date <u>09/02/12</u> Weekdays <u>-TWTF--</u> Spots/Week <u>4</u> Rate <u>\$1,000.00</u> Rating <u>0.00</u>															
E 16	KSNV	09/03/12	09/03/12	M-F Early News	CM	5-630p	M-----	:30	1	\$1,000.001	0.00	NM		1	\$1,000.00
M-F Early News															
NEWS															
Start Date <u>Week: 09/03/12</u> End Date <u>09/09/12</u> Weekdays <u>M-----</u> Spots/Week <u>1</u> Rate <u>\$1,000.00</u> Rating <u>0.00</u>															
E 17	KSNV	09/02/12	09/02/12	Vegas Inc.	CM	6:30-8pm	-----S	:30	1	\$375.001	0.00	NM		1	\$375.00
Vegas Inc.															
VEGAS INC															
Start Date <u>Week: 08/27/12</u> End Date <u>09/02/12</u> Weekdays <u>-----S</u> Spots/Week <u>1</u> Rate <u>\$375.00</u> Rating <u>0.00</u>															
E 18	KSNV	08/28/12	08/31/12	Face to Face w/ Ralston	CM	730-758pm	-TWTF--	:30	4	\$800.001	0.00	NM		4	\$3,200.00
CM															
Face to Face w/ J.Ralston															
FACE															
Start Date <u>Week: 08/27/12</u> End Date <u>09/02/12</u> Weekdays <u>-TWTF--</u> Spots/Week <u>4</u> Rate <u>\$800.00</u> Rating <u>0.00</u>															
E 19	KSNV	09/03/12	09/03/12	Face to Face w/ Ralston	CM	730-758pm	M-----	:30	1	\$800.001	0.00	NM		1	\$800.00
CM															
Face to Face w/ J.Ralston															
FACE															
Start Date <u>Week: 09/03/12</u> End Date <u>09/09/12</u> Weekdays <u>M-----</u> Spots/Week <u>1</u> Rate <u>\$800.00</u> Rating <u>0.00</u>															
E 20	KSNV	09/03/12	09/03/12	M-F Jeop/Wheel	CM	630-730pm	M-----	:30	2	\$1,000.001	0.00	NM		2	\$2,000.00
CM															
M-F Jeopardy/Wheel of Fortune															
WH/JEP															
Start Date <u>Week: 09/03/12</u> End Date <u>09/09/12</u> Weekdays <u>M-----</u> Spots/Week <u>2</u> Rate <u>\$1,000.00</u> Rating <u>0.00</u>															
E 21	KSNV	08/28/12	08/31/12	M-F Jeop/Wheel	CM	630-730pm	-TWTF--	:30	8	\$1,000.001	0.00	NM		8	\$8,000.00
CM															
M-F Jeopardy/Wheel of Fortune															
WH/JEP															
Start Date <u>Week: 08/27/12</u> End Date <u>09/02/12</u> Weekdays <u>-TWTF--</u> Spots/Week <u>8</u> Rate <u>\$1,000.00</u> Rating <u>0.00</u>															
E 22	KSNV	09/01/12	09/02/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$1,100.001	0.00	NM		2	\$2,200.00
CM															
Sa-Su News 3 at Eleven															
NEWS															
Start Date <u>Week: 08/27/12</u> End Date <u>09/02/12</u> Weekdays <u>-----SS</u> Spots/Week <u>2</u> Rate <u>\$1,100.00</u> Rating <u>0.00</u>															
E 23	KSNV	08/28/12	08/31/12	M-F News 3 at Eleven	CM	11pm-1135pm	-TWTF--	:30	4	\$1,100.001	0.00	NM		4	\$4,400.00
CM															
M-F News 3 at Eleven															
NEWS															
Start Date <u>Week: 08/27/12</u> End Date <u>09/02/12</u> Weekdays <u>-TWTF--</u> Spots/Week <u>4</u> Rate <u>\$1,100.00</u> Rating <u>0.00</u>															
E 24	KSNV	09/03/12	09/03/12	M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$1,100.001	0.00	NM		1	\$1,100.00
CM															
M-F News 3 at Eleven															
NEWS															
Start Date <u>Week: 09/03/12</u> End Date <u>09/09/12</u> Weekdays <u>M-----</u> Spots/Week <u>1</u> Rate <u>\$1,100.00</u> Rating <u>0.00</u>															
E 25	KSNV	09/02/12	09/02/12	Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$200.002	0.00	NM		1	\$200.00
CM															
Sports Night in Las Vegas															
SPORTS NIGHT															
Start Date <u>Week: 08/27/12</u> End Date <u>09/02/12</u> Weekdays <u>-----S</u> Spots/Week <u>1</u> Rate <u>\$200.00</u> Rating <u>0.00</u>															
E 26	KSNV	09/01/12	09/01/12	CM	7a-9am	-----S-	:30	2	\$625.001	0.00	NM		2	\$1,250.00	

Order / Rev: 104117
Alt Order #: 06831873
Flight Dates: 08/28/12 - 09/03/12

Advertiser:	Berkley, Shelley for Senate
Product Desc:	BERKLEY FOR SENATE
Estimate:	30S

KSJV